

It begins tomorrow at 8 A.M. sharp. The Hecht Co.'s
ANNUAL SALE OF HOT WEATHER SUITS

tomorrow at 8 A.M. we offer
3,100 hot weather suits
at a zero price

Approved summer fashions
in finest of summer fabrics

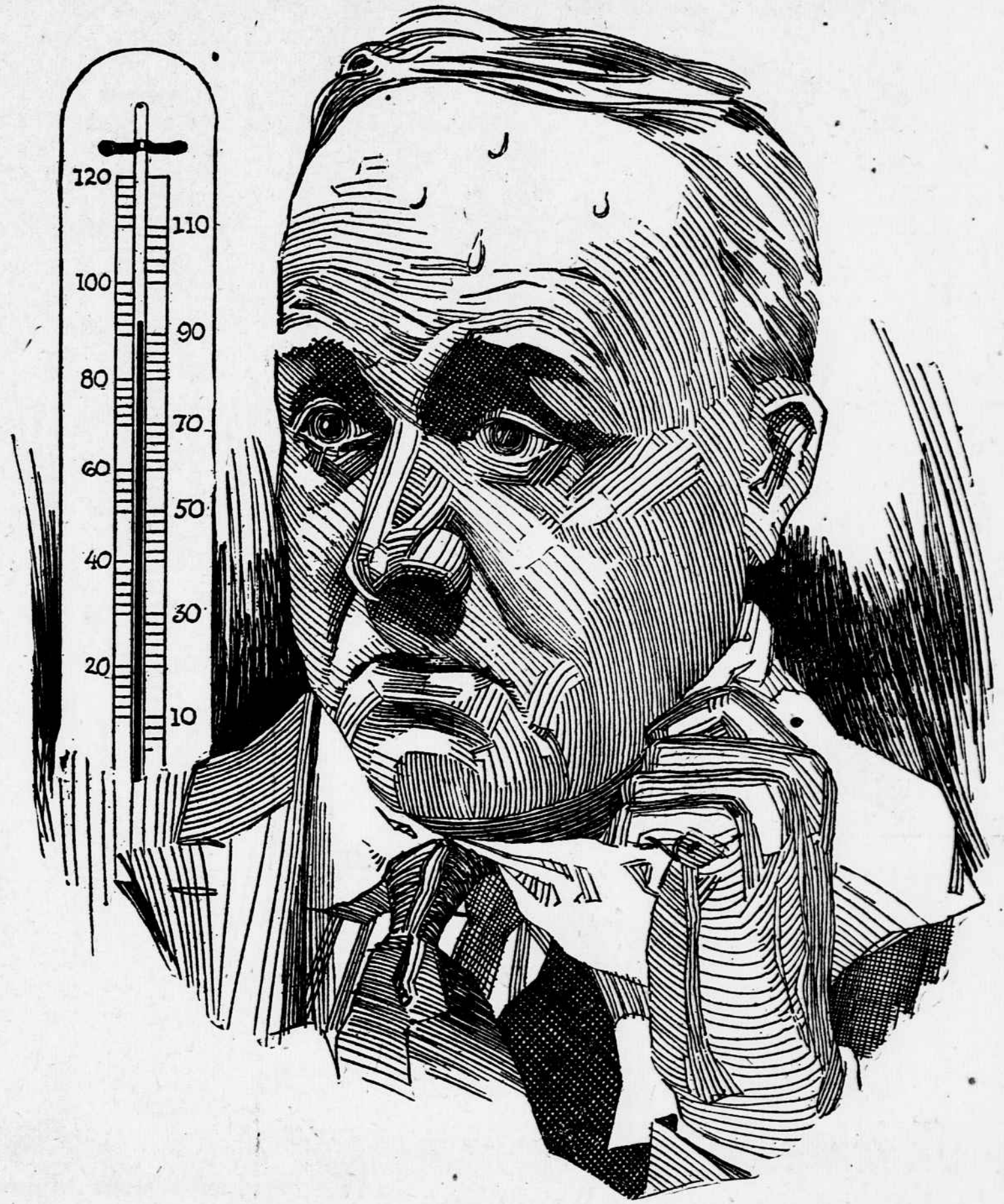
—Shantung silks
 —Rich mohairs

Palm Beach cloths
 Novelties

—Long-wearing tropical worsteds

\$12⁷⁵

made to sell at \$17.50 to \$30.00



A year ago, in a similar sale, we sold upward of 1,200 suits in a day! We shall do even better tomorrow—we have more suits and better suits.

Consider, for example, that most stores make a noise over Palm Beach Cloths—well, the Palm Beach Suits, as good as they are, play a minor part in this sale.

Because the sale offers over 1,200 suits in Tropical Worsteds—the finest summer suits made—not a mixture of cotton and mohair, but genuine worsteds.

Cotton-mixed fabrics wrinkle and climb up, while WORSTEDS hold their shape and wear for several seasons.

Equally desirable are the unfinished worsteds—woolens that lend themselves to careful tailoring.

So don't confuse these suits with ordinary hot-weather suits that are merely cool, for these suits are tailored. Everything warm has been taken out of them, good tailoring has been put into them.

They are down to zero in weight, they score high in fit and finish. Note, for example, that nearly all the suits have felt undercollars and are

*finished with silk yoke
 and silk taped seams*

—a detail which any man who has ever slipped into a silk-yoked garment will appreciate.

Widest possible variety for choice—solid shades in light, dark and neutral; checks, stripes, plaids; two-tone and heather mixtures, and innumerable fancies. Sizes and styles for every one taking chest measure 33 to 50. All these suits not only in regular sizes, but also in “stouts,” “longs” and “shorts.”

It is worth repeating that we have

*plenty of extra large and stout sizes
 for men taking up to chest 50*

In sixty days or so, when the pitiless sun beats down on the pavement and the sizzling heat rays rise to make one dizzy, your friends will rush frantically to get such suits.

*And they'll wonder why they have
 to pay \$17.50 to \$30 when you
 have as good a suit for \$12.75*

It happened all last summer after our sale was past, and it should happen this summer in even greater measure because these suits are so much better. So stock up now while you can choose from

—sports models in all fabrics
 —single or double breasted models
 —form-fitting models; plain or patch pockets
 —conservative models for men of quiet taste.

*We will be too busy
 to make alterations*

—but satisfaction, of course, accompanies every purchase made here, and we will make exchanges or refund your money within five days of purchase, if desired. But do not ask us to make alterations.

No C. O. D., Phone or Mail Orders

Store opens at 8 a.m.

So that men who find it hard to get off during the day can be sure of sharing to advantage.

ALSO! Men's STRAW hats, \$1.85
Shirts, \$1.55 **Shoes, \$4.50**

see special advertisement on page 7

7th at F **The Hecht Co.** 7th at F